



# Plan Elements

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Housing  
Commercial  
Transportation and Circulation  
Community Facilities  
Park & Recreation

Open Space  
Conservation  
Cultural and Heritage Resources  
Urban Design

## **HOUSING**

### **GOAL**

- Provide a diversity of housing options encouraging the construction and preservation of moderate and higher cost housing.

### **EXISTING CONDITIONS**

The critical question in Greater North Park is how and where additional residential units will be accommodated. If residential development were to continue to occur as it has in the past several decades, then additional disruption of single-family and low-density neighborhoods can be anticipated. However, if residential infill were to occur, primarily within the commercial and transit corridors, then the single-family and low-density neighborhoods could be preserved and rehabilitated.

There is also need for residential revitalization because the housing stock has aged and because the lure of new, larger, suburban homes has attracted the more affluent buyers, leaving the smaller, older housing in Greater North Park to lower income people, many of whom do not have the resources to upgrade their property. With the lack of significant undeveloped acreage in this community, the preponderance of changes in housing will result from the replacement of existing housing with new housing probably at higher densities, and from revitalization of housing through rehabilitation and/or conversion of existing neighborhoods. Because of these facts, the thrust of this element will be principally directed to revitalization of housing.

#### Housing Type and Tenure

The housing stock in Greater North Park has grown slowly but steadily over the last twenty years and reached approximately 22,400 units in 1985. The housing can be characterized as older but generally sound, with the majority of the housing being multi-family units. Many of the detached houses built before 1940 are now being replaced with multi-family units. The southeasterly portion of the community remains mostly single-family and contains the most recent development.

Overall, 44 percent of the units are single-family and 56 percent are multi-family. Most of the multi-family units are rental apartments at densities ranging up to 100 units per acre and more, while two high-rise elderly housing projects average over 200 units per acre. Rental units comprise 62 percent of all households compared to 51 percent citywide.

Multi-family development, occurring over the last several years, has been predominantly smaller projects of less than ten units confined to parcels of 7,000 square feet or less. These projects have observed only the bare minimum requirements as to landscaping and off-street parking requirements. While there have been a number of higher-quality multi-family developments, the standard six- to nine-plex apartment development with its 25-foot curb cuts and minimal landscaping has been the typical multi-family product in the community.

During the 1960s, the number of owner occupied housing units in Greater North Park fell from 45 percent to 35 percent, over which time several thousand apartment units were constructed. Since 1970 the ratio of owner occupied units increased slightly, as apartment construction has slowed and condominium construction has emerged.

### Existing Zoning

Existing residential zoning in Greater North Park would permit approximately 44,000 dwelling units. Not only does existing zoning permit residential density in excess of what can be reasonably anticipated for the community plan area, but the existing zoning patterns permit multiple-family development in areas that are predominantly single-family or low-density residential areas.

### Cost of Housing

The average value of homes is somewhat lower than the city average. The median value of ownership units was set at \$73,400 versus \$90,700 for the City as a whole in 1980, according to census respondents. The median rent in 1980 was \$225 as compared to \$249 for the City. The highest values and rents appear in the southerly portion of the community, where the homes are larger, newer and predominantly single-family.

### Conditions of Housing

Approximately 95 percent of the dwelling units in Greater North Park were identified as being in sound condition in the 1975 Special Census, while less than 1 percent were considered dilapidated. However, over 10 percent of the dwelling units were not considered sound in two areas; south of Upas Street between 28<sup>th</sup> Street and 32<sup>nd</sup> Street, and east of Arizona Street between Madison Avenue and El Cajon Boulevard.

### Vacancy Rate

The vacancy rate for Greater North Park in 1985 was 4.4 percent compared to 5.0 percent for the City.

### Population Characteristics

The population of Greater North Park has grown very little in the last 20 years, reaching 37,292 in 1980. The declining number of persons in each household has nearly offset the added housing units. The average household size is now less than 1.9 persons per household, compared to 2.5 persons per household citywide. This statistic reflects the large number of elderly households with no children at home; 21 percent of the Greater North Park population is over 65 years compared to 10 percent of the City, and 30 percent of the householders are retired. Only 14 percent of the population is under 18 years old, while 21 percent of the City population falls into this category.

### Ethnic Composition

The ethnic composition shows a higher than average percentage of whites at 87 percent versus 76 percent whites citywide. The only ethnic minority group with a higher concentration than the City is Vietnamese, but only 1.3 percent of the population falls into that group.

### Income

As of 1980, the median annual household income was \$11,432, about one-third lower than the City average. Within Greater North Park, the highest average incomes are found in the southwest sector of the community, where income actually exceeded the City average. The lowest average incomes are found in the northwest corner of the community. Lower incomes are typically seen in areas with a concentration of elderly persons.

### Projections

The adjusted Series VI regional growth forecast projects a gradual increase in the number of housing units from the October 1, 1985 estimate of approximately 22,400 to the year 2000 figure of 22,600. It is obvious that this projection is no longer accurate, primarily due to the surge of multi-family development in recent years. Therefore, based upon assumptions established for the traffic forecast study for the community, it is estimated that approximately 7,000 new housing units will be provided over the next 20 years for a total of approximately 30,000. The current (October 1, 1985) estimated population for Greater North Park is 40,800. The 20-year population in projecting for the community based upon the number of projecting housing units and a family size of 1.85 is 55,500.

## **OBJECTIVES**

- Maintain the low-density character of predominantly single-family areas, outside the designated higher density areas primarily located along El Cajon Boulevard and University Avenue, and encourage rehabilitation where appropriate.
- Require high-quality development at medium to high densities, centrally located within the community, to form an attractive and vital central area focusing on El Cajon Boulevard and University Avenue.
- Encourage mixed-use development that incorporates housing with commercial and office uses within selected commercial nodes.
- Ensure that new residential development is provided in accordance with the performance standards established in this plan.
- Provide adequate off-street parking.

## **RESIDENTIAL DENSITY RECOMMENDATIONS**

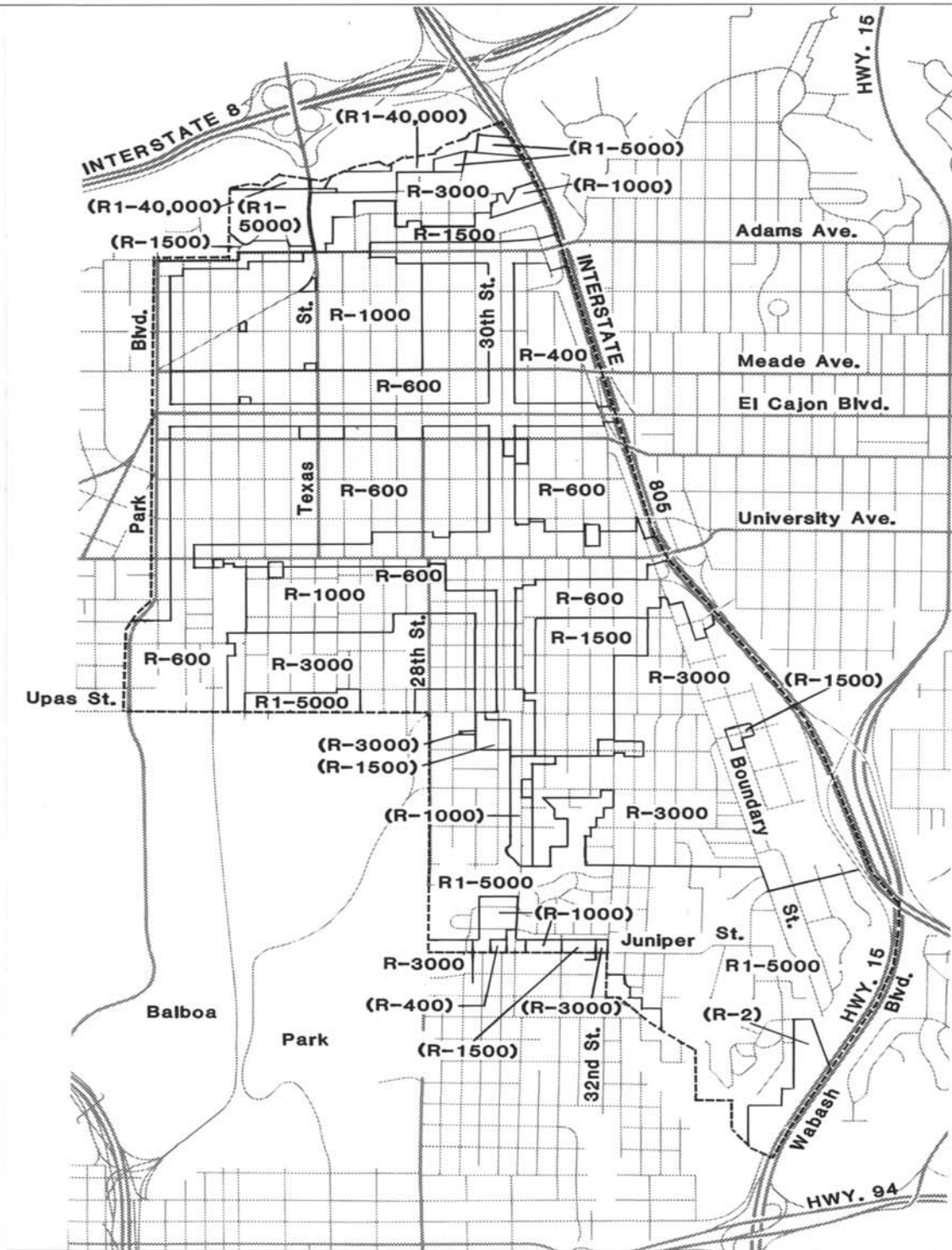
The Greater North Park Community Plan seeks to provide a diversity of residential densities and housing types within the community. In order to accomplish this goal, two primary objectives have been established: First, to provide for the preservation and rehabilitation of single-family and lower density neighborhoods; and, second, to establish higher density residential areas in close proximity to the transit corridors. By concentrating the high density areas in the central portion of the community in close proximity to major public transit corridors and to the community's primary commercial areas it is anticipated that a strong, vibrant, redeveloped high intensity urban core will result. Preservation of the single-family and low density areas in the northern section of the community and throughout the southern section of the community will help provide a variety of housing stock within the community.

Between the high-intensity core and the single-family and low density areas are transition areas. These areas not only provide a transition between the high and low density areas but add to the variety of housing stock through their predominately low-medium and medium density residential designations.

Therefore, the residential density map (see Figure 6) is a reflection of a high intensity residential core with densities becoming lower as the distances from the high intensity core increase.

The following recommended residential densities in Table 2 are applicable within the residential areas illustrated in Figure 6. A planned district or tailored zoning should be utilized to permit the residential densities established within selected areas. The guidelines set forth in the Urban Design Element should be utilized in formulating the tailored zoning for the selected areas. Recommended density ranges are established based upon dwelling units per net residential acre (DU/NRA). Existing residential zoning is indicated in Figure 5.

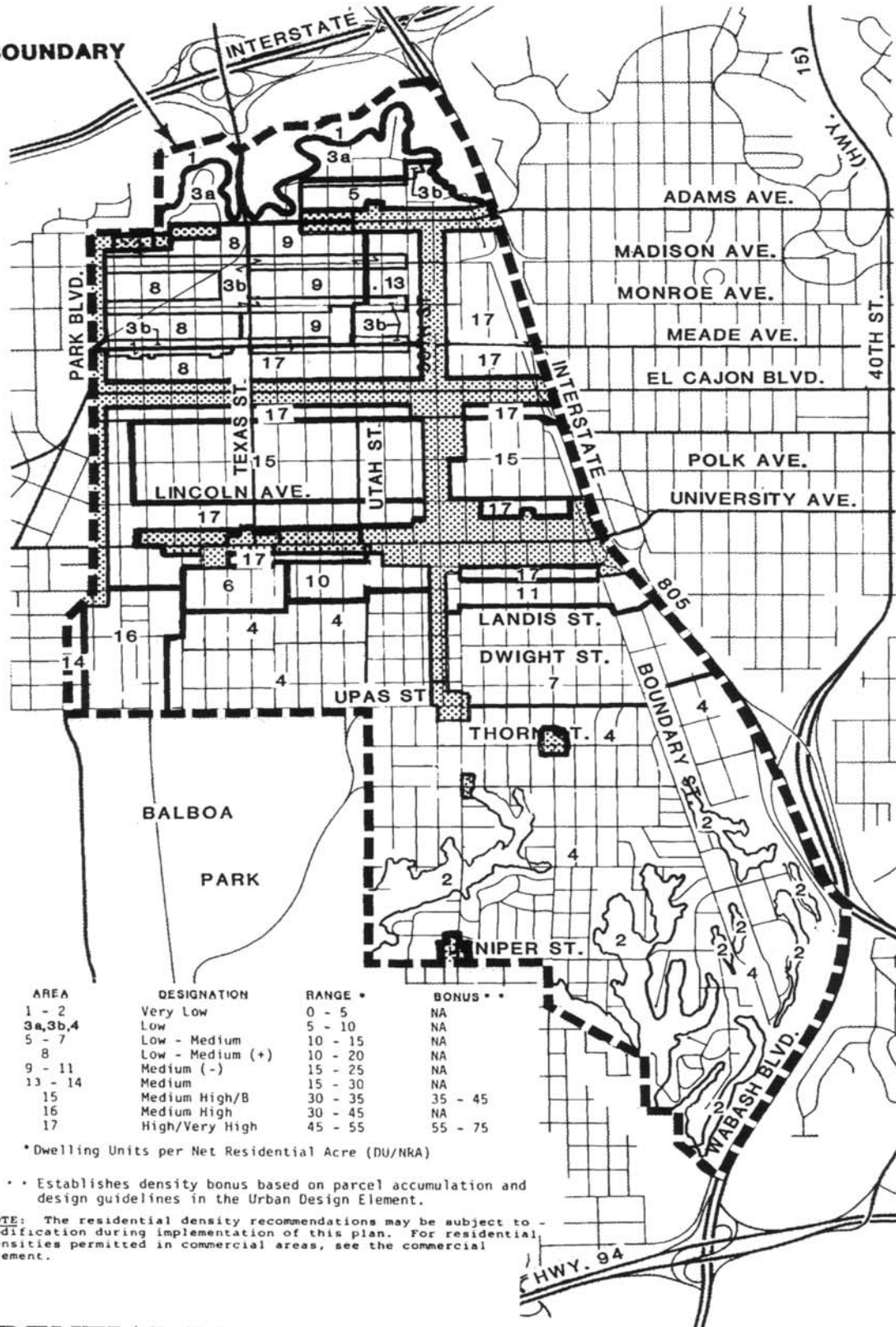
<b>TABLE 2 - RESIDENTIAL DENSITY RECOMMENDATIONS</b>			
<b>Area</b>	<b>Designation</b>	<b>Range**</b>	<b>Bonus*</b>
1 - 2	Very Low	0 - 5	NA
3 - 4	Low	5 - 10	NA
5 - 7	Low-Medium	10 - 15	NA
8	Low-Medium (+)	10 - 20	NA
9 - 11	Medium (-)	15 - 25	NA
13 - 14	Medium	15 - 30	NA
15	Medium High/Bonus	30 - 35	35 - 45
16	Medium High	30 - 45	NA
17	High/Very High	45 - 55	55 - 75
* Establishes density bonus based upon parcel accumulation and design guidelines in the Urban Design Element.			
** Dwelling units per net residential acre.			



**EXISTING ZONING – RESIDENTIAL**  
(PRIOR TO ADOPTION OF COMMUNITY PLAN)  
**Greater North Park**  
City of San Diego • Planning Department

Figure  
**5**

PLAN BOUNDARY



# **RESIDENTIAL DENSITIES** **Greater North Park** City of San Diego • Planning Department

Figure

**6**



## RESIDENTIAL AREA DENSITY ASSIGNMENTS

The residential areas are described, together with their density assignments, in the following narrative. The boundaries, as described for each area, are only for general locational purposes. For specific boundary descriptions of the individual areas, reference should be made to Figure 6.

### Very Low Density (0-5 DU/NRA)

Area 1: That area lying north of Adams Avenue which is in the Hillside Review (HR) Overlay District and is designated as open space. This area is also part of the south slopes of Mission Valley and it provides a buffer between the residential areas along the edge of the mesa and the intensive commercial development in Mission Valley. These areas should only be allowed to develop under the provisions of a Planned Residential Development (PRO) permit and should not exceed a density of one dwelling unit per 40,000 square feet (see Figure 6).

Area 2: Those areas of the community lying south of Redwood Street which are in canyons and hillsides. These areas are in the Hillside Review (HR) Overlay District and are designated as open space. The 34<sup>th</sup> Street Canyon provides a natural open space boundary between Greater North Park and the Greater Golden Hill Precise Plan area while all the canyon areas in this portion of the community provide a feeling of openness. They should be allowed to develop only under the provisions of a Planned Residential Development (PRO) permit and should not exceed a density of one dwelling unit per 40,000 square feet (see Figure 6).

### Low Density (5-10 DU/NRA)

Area 3a: This is the single-family area north of Adams Avenue. The predominant type of development in this area is the single-family dwelling, although there has been some multiple-family development intrusion. This area provides an enclave of single-family residential development in the northern portion of the community and adds to the residential diversity of the community. Panorama Drive is an example of a quiet residential enclave existing in close proximity to higher density areas (see Figure 6).

Area 3b: This area consists of the lots fronting on the east-west streets of Meade, Madison and Monroe Avenues; lots on Shirley Ann Place; and lots fronting on Collier Avenue, Kansas Street and Copley Avenue. Although many of the parcels are substandard in size, it is intended that these areas be preserved as low density in scale and character (see Figure 6).

Area 4: Those areas of predominantly single-family development in the southern portions of the community. These areas feature quality single-family neighborhoods in the blocks adjacent to Balboa Park and around the canyon areas in the southern portions of the community. In addition, numerous examples of the classic single-family California bungalow can be found in these areas. It is intended that these areas be preserved as the community's primary single-family residential area and that, where necessary, rehabilitation of deteriorated residential units be undertaken (see Figure 6).

Areas 1-4: For the single-family residential Areas 1 through 4, the clustering of dwelling units through a Planned Residential Development permit should only be approved if the proposed project creates dwelling units which strongly resemble the scale and character of the surrounding development. It is acknowledged that this approach may often result in substantially fewer dwelling units than the maximum allowed by the underlying R-1 (single-family) zones.

#### Low-Medium Density (10-15 DU/NRA)

Area 5: This area is north of Adams Avenue and east of Hamilton Street. It has a range of housing types, with the multi-family structure being the dominant type. It provides a transition between the single-family areas to the north and the west and the commercial center around Adams Avenue and 30<sup>th</sup> Street (see Figure 6).

Area 6: This area is located north of Landis Street and west off 28<sup>th</sup> Street, and south of Wightman Street and west of the alley between Arizona and Arnold Streets and is primarily a duplex area with some single-family and higher density development. This area serves as a transitional area between the higher density areas to the north and the single-family neighborhoods adjacent to Balboa Park. This area could be a recipient area for single-family bungalow structures being moved to this area as second units from higher density areas rather than being demolished (see Figure 6).

Area 7: This is a large area south of Landis Street and primarily east of 30<sup>th</sup> Street which is intended as a duplex area. This area features a variety of housing types with the duplex being a typical form of housing in this area. This area also serves as a transitional area between higher density and commercial development to the north and the community's primary single-family areas to the south. This is an ideal area for move-on bungalow structures from higher density areas (see Figure 6).

#### Low-Medium (+) Density (10-20 DU/NRA)

Area 8: That area north of Meade Avenue and west of Texas Street which is a mixture of single-family, duplex and multiple-family development with single-family accounting for a significant portion of the existing housing stock. The smaller lot patterns along the east-west streets provide assurance that some single-family development will remain. In addition, this density will permit infill on the interior lots in the form of one or two dwelling units per parcel (see Figure 6).

Areas 5, 6, 7, 8: Parcel consolidation should be prohibited in residential Areas 5, 6, 7, and 8 which are designated low-medium density at 10-15 and 10-20 dwelling units per acre.

#### Medium (-) Density (15-25 DU/NRA)

Area 9: That area north of Meade and generally east of Texas which primarily consists of multi-family development with very little remaining lower density development. This area is

suitable for infill development at a density that will not give the appearance of higher density development (see Figure 6).

Area 10: That area south of Wightman Street and North Park Way and west of 30<sup>th</sup> Street and east of the alley between Arizona and Arnold Streets which is intended to serve as a transition area between the higher density areas along University Avenue and the lower density areas to the south. This area is a mix of higher density development and duplexes with some remaining single-family dwellings (see Figure 6).

Area 11: That area south of North Park Way and east of 30<sup>th</sup> Street which is also intended to serve as a transition area between the higher density areas to the north and the lower density areas to the south. It is presently a mixture of multiple-family and duplex development with some scattered remaining single-family dwellings (see Figure 6).

#### Medium Density (15-30 DU/NRA)

Area 13: That area between Idaho and 30<sup>th</sup> Streets north of Meade Avenue primarily consists primarily of multiple-family development with little remaining lower density development. This area serves as a transition from the 30<sup>th</sup> Street commercial area and the lower density areas to the west. Infill in this area will also provide support to the commercial area along 30<sup>th</sup> Street and to the Adams Avenue and 30<sup>th</sup> Street commercial center (see Figure 6).

Area 14: This area consists of those residentially designated blocks abutting Park Boulevard on the east side between Robinson Avenue and Upas Street. There are a large number of structures in this area which are visually pleasing from a historical or architectural point of view. It is possible that some of these structures could be utilized as “bed and breakfast” inns and serve a visitor clientele. In addition, this portion of Park Boulevard provides a pleasant transition to and from Balboa Park. The residential density recommended for this area is intended to maintain the existing character and density of the area (see Figure 6).

#### Medium High/Bonus Density (30-35 DU/NRA) with a 35-45 DU/NRA Bonus

Area 15: This area lies between Howard and Lincoln Avenues and extends virtually the entire width of the community. It is characterized by a mixture of lower and medium density development with a scattering of single-family development. This area while not abutting the major transit corridors is within walking distance of them and the commercial areas along El Cajon Boulevard, 30<sup>th</sup> Street and University Avenue. As a result of these factors, this area is recommended for medium-high density residential development with a density bonus being obtainable for parcel accumulation and compliance with the design guidelines of the urban Design Element (see Figure 6).

#### Medium High Density (30-45 DU/NRA)

Area 16: This area has a mixture of residential types with multiple-family being the predominant type. There are examples of older quality development which lend a qualitative visual character to the area. This area also focuses on Florida Street which is a north-south

linkage between Balboa Park and the Trolley Barn park site on Adams Avenue. The medium high density recommended for this area is in keeping with existing quality development and will provide for infill development of similar density (see Figure 6).

#### High/Very High Density (45-55 DU/NRA with a 55-75 DU/NRA Bonus)

Area 17: This area actually consists of several areas, all of which are located in close proximity to the major transportation corridors of El Cajon Boulevard, University Avenue and Park Boulevard. Also included is the area abutting Interstate 805 between Adams Avenue and El Cajon Boulevard. These areas are assigned the highest residential densities for designated residential areas due to their easy walking distances to public transit routes which run along the aforementioned streets. These areas are also located in close proximity to many of the community's commercial areas and by permitting higher densities in these residential areas support in the form of increased patronage is provided to the commercial areas. In addition, the western sector of University Avenue which is currently a mixture of older deteriorated residential development and strip commercial uses. Redevelopment of this area should be encouraged by designating the area high-density residential. Because of the proximity of these areas to transit corridors and commercial centers and in order to encourage quality residential development in these areas, they are recommended for high density residential development with the opportunity for obtaining a bonus to very high density through parcel accumulation and compliance with the design guidelines of the Urban Design Element (see Figure 6).

Along the south side of Meade Avenue, south of residential Area 8, tailored zoning should be developed in such a manner as to ease the transition between the differing densities of Areas 8 and 17 to the extent possible. Similar tailored zoning should also be investigated where there are similar differences or transitions in densities.

### **SENIOR HOUSING**

Current regulations provide for a conditional use permit to be granted for senior housing, which allows both increased density and decreased parking for such projects. These concessions are based on the smaller family size and lesser number of cars in senior households.

Greater North Park is an attractive area for this type of project. Bus service is available, as are neighborhood markets and other shopping. Balboa Park is nearby, while the North Park Recreation Center also offers programs catering to senior citizens. In addition, higher density zoning is available and land prices are relatively reasonable. Due to these characteristics, a number of senior projects have located in the Greater North Park area.

Concentrating senior housing projects in one area could cause adverse impacts such as out-of-scale development. Therefore, care should be taken in the granting of increased density or the permitting of decreased parking. The impact of such concessions on parks, emergency services, neighborhood character and on-street parking in particular should be studied.

## **IMPLEMENTATION PROGRAM**

1. Establish a higher density residential core centered around the public transit corridors of El Cajon Boulevard and University Avenue.
2. Preserve and rehabilitate plan designated single-family and low-density neighborhoods.
3. Develop, as an implementation program, tailored zoning for all or portions of the community. The standards and development regulations should be predicated upon the goals and objectives of the Design Element and the implementation studies leading to implementing legislation.

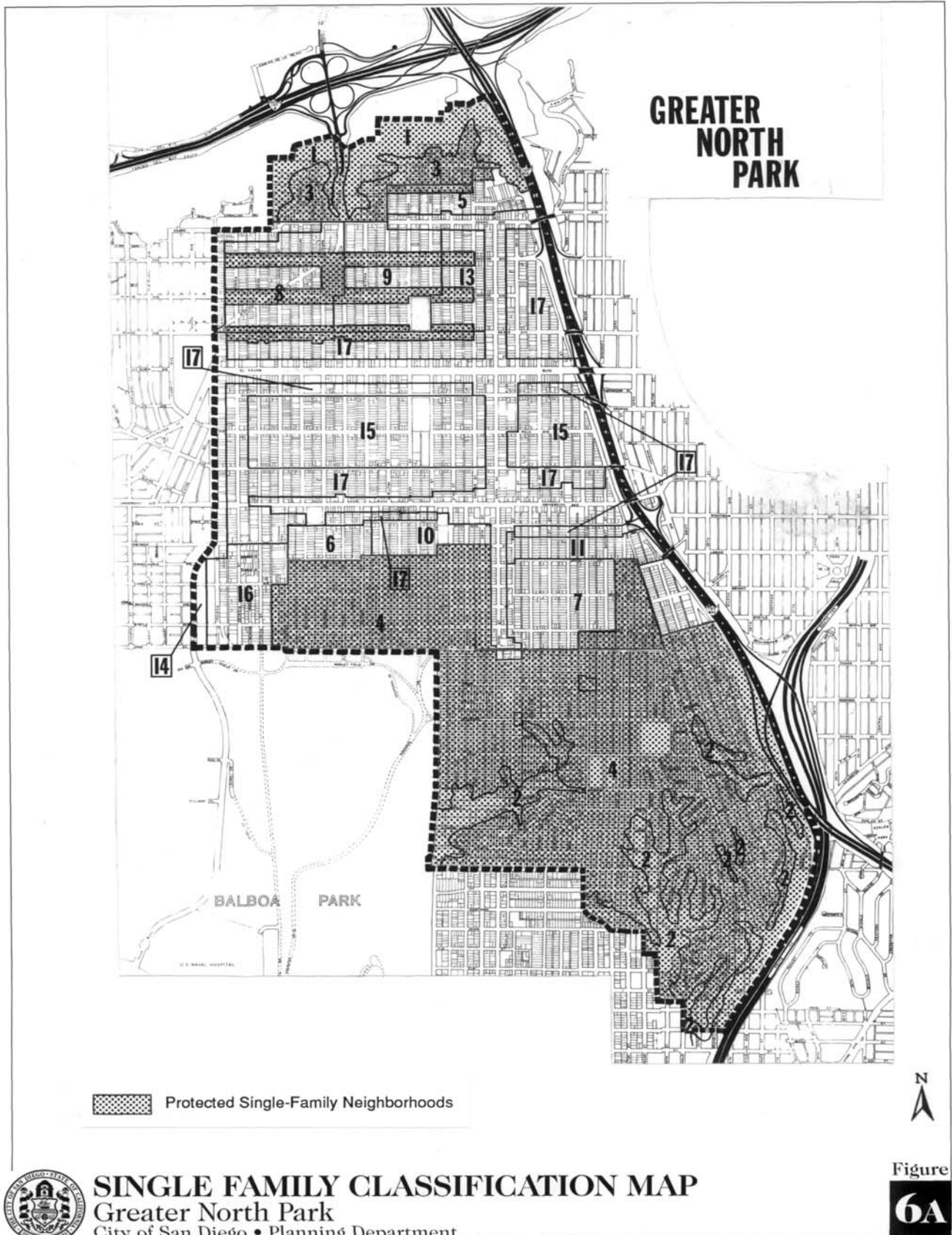
Refinements and modifications to the boundaries and recommended densities for the various residential areas may be incorporated into the implementing legislation. In addition, the achievability of the recommended densities may be predicated upon the design standards, development regulations and other regulations of the implementing legislation.

## **THE FUTURE SINGLE-FAMILY NEIGHBORHOOD CHARACTER - SINGLE-FAMILY PROTECTION**

The existing low and very low density residential areas are characterized by lots developed with a single-family detached house or a duplex which is compatible with the scale of surrounding single-family houses. These areas are zoned for single-family development (R1-5000) and should be protected as single-family neighborhoods in the future. Therefore, requests for rezonings or other discretionary actions in these areas, which could result in construction of any type of residential structure other than a traditional single-family house with one unit per lot, should be denied.

## **RECOMMENDATIONS**

- Retain the existing residential zones in their present configurations, except those for the areas called out on the Single-Family Neighborhood Classification Map.
- Designate the areas called out on the Single-Family neighborhood Classification map as Low Residential Use (5-10 du per acre).
- Rezone the areas called out on the Single-Family neighborhood Classification Map, as protected single-family, from MR-3000 and MR-1000 to R1-5000. This area is developed primarily as single-family and should remain as an integral part of the single-family character of the neighborhood.



## **COMMERCIAL**

### **GOAL**

- Provide appropriately located, attractive commercial and office facilities offering a wide variety of goods and services.

### **EXISTING CONDITIONS**

The Greater North Park plan area has two major commercial areas, one a commercial hub (30<sup>th</sup> and University) and the other a commercial strip (El Cajon Boulevard), and a number of minor commercial strips, which are really dispersed neighborhood commercial centers.

El Cajon Boulevard was once the major highway into San Diego from the east and the major commercial artery in San Diego. However, the construction of Interstate 8 in Mission Valley, the advent of the mobile consumer, and the coming of regional shopping centers have changed the boulevard from a primary to a secondary market.

The North Park commercial center (30<sup>th</sup> and University), once a vital center of commerce and community activity in San Diego, has suffered a decline in recent decades. With the advent of two major shopping centers in Mission Valley in the 1960s and the more recent opening of Horton Plaza in downtown San Diego, North Park can no longer envision itself as the major regional center it was through the 1950s. It has become a community-serving commercial center with some very limited regional aspects.

Greater North Park has an excess of commercial zoning which has transformed its major streets into underutilized commercial strips. The community is in need of a consolidation and restructuring of its commercial base (see Figure 8). Existing commercial zoning is indicated on Figure 7.

The Economic Analysis of the Mid-City Community completed in 1983, was undertaken as an initial step in the economic revitalization of the communities of Greater North Park and Mid-City. This study serves as a supportive document to the Greater North Park Community Plan. The study reviews existing conditions within the study area and provides a demographic analysis of the area. The recommendations of the study include:

- Encourage contained business districts, primarily at major intersections, as opposed to continuous commercial strips.
- Encourage the physical upgrading of the business strips.
- Encourage higher density residential development.
- Provide additional parking.
- Encourage businesses tailored to a younger market.

- Encourage more restaurants, entertainment, and specialty shops.
- Encourage coordinated marketing efforts for Mid-City businesses and for each business district.

The above recommendations from the Economic Analysis of the Mid-City Community provides a basis upon which to base desirable commercial objectives for the Greater North Park Community. These objectives are set forth below.

## **OBJECTIVES**

- Revitalize the central business district at University Avenue and 30<sup>th</sup> Street and other selected business districts.
- Enhance the level and quality of business activity in North Park by encouraging concentration of retail commercial uses in nodes and reducing strip commercial activities.
- Improve the appearance of commercial development through establishment of overall design standards.
- Provide adequate parking for commercial areas, encouraging off-street parking.
- Encourage mixed-use development to include retail facilities, offices and housing at medium and high densities within selected commercial nodes.
- Enhance pedestrian activity in the central business core by improving the pedestrian environment.
- Maintain existing convenience (“mom and pop”) stores, provided that the uses are compatible with surrounding neighborhoods.
- Encourage new development and redevelopment for purposes of increasing employment opportunities within the community.
- Continue the ongoing implementation of the programs for Adams Avenue, El Cajon Boulevard, and University Avenue which include land use and urban design analysis, economic analysis, and marketing survey.
- Increase business district parking through the private acquisition of property for parking reservoirs behind existing businesses, and the creative redesign of existing on-street parking.
- Where appropriate, preclude residential development from preempting commercial development.
- Establish residential densities for the individual commercial and multiple-use areas.



- Rehabilitate and redevelop certain underutilized strip commercial areas into multiple-use areas.
- Provide for neighborhood and specialty commercial services to the residential development along and abutting these multiple-use areas.
- Provide additional opportunities for residential development within the community.

## COMMERCIAL AREA RECOMMENDATIONS

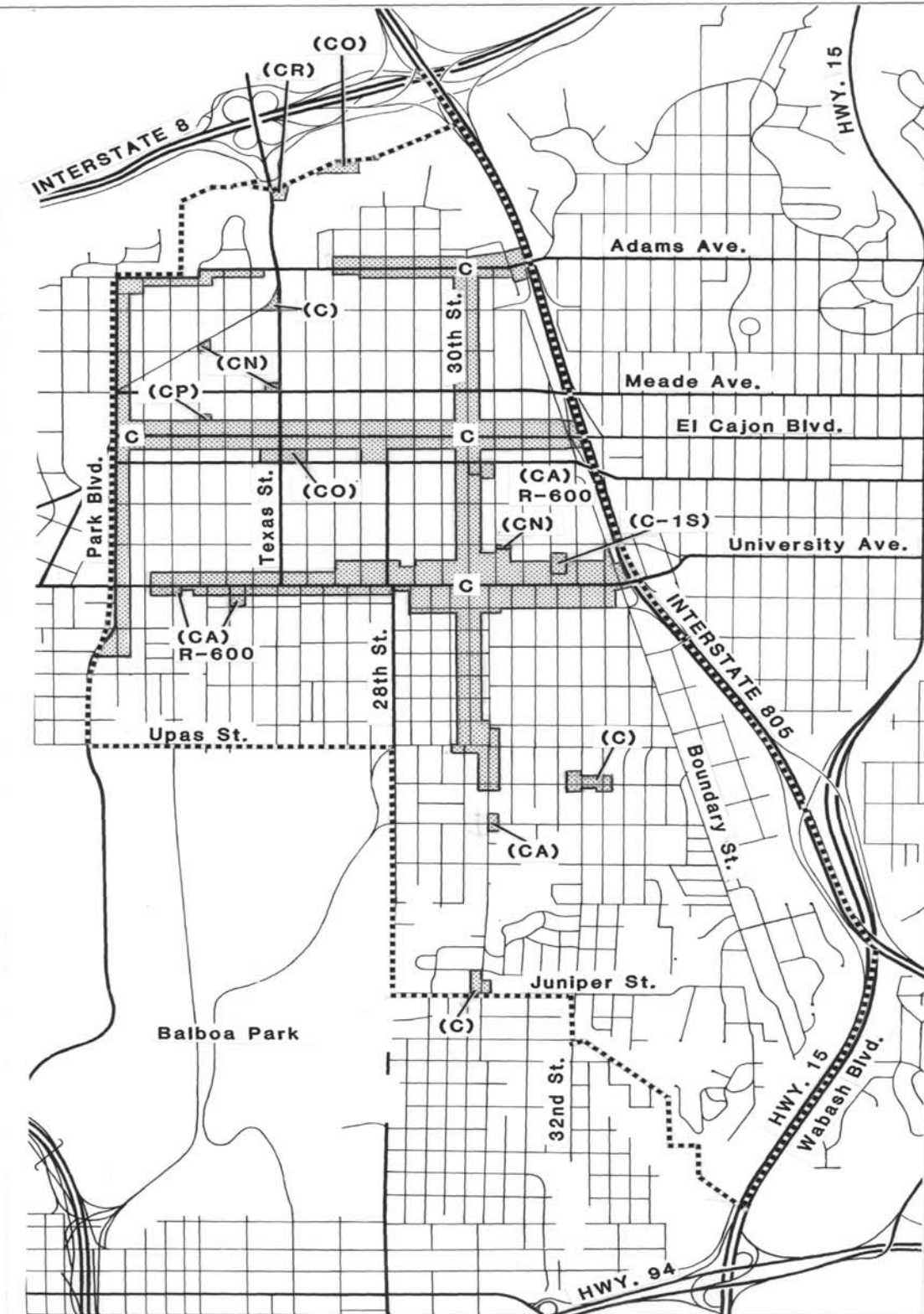
In order to provide appropriately located, attractive retail and office facilities offering a wide variety of goods and services this plan recommends the consolidation and intensification of commercial activities.

Heightened levels of commercial activity should be promoted at University Avenue and 30<sup>th</sup> Street, which is the commercial core or “downtown” of Greater North Park. El Cajon Boulevard should continue to be emphasized as a classic commercial strip with additional emphasis being given to auto-oriented uses. Excessive and unproductive strip commercial areas should be contracted and redefined as either neighborhood or specialty commercial nodes. Portions of the former strip commercial areas should become multiple-use areas featuring higher density residential development and specialty commercial uses serving that residential development as well as other residential areas within walking distance. Table 3 provides the recommended commercial area designations and Figure 8 illustrates these recommendations. Figure 7 illustrates existing commercial zoning.

<b>TABLE 3 - RECOMMENDED COMMERCIAL AREA DESIGNATIONS</b>			
<b>Commercial Uses</b>		<b>Residential Densities (Units/Net Ac.)</b>	
<b>Area</b>	<b>Recommended</b>	<b>Range</b>	<b>Bonus (1)</b>
1, 2	C-1 Zone	55 - 75	75 - 110
3, 10	CC Zone	30 - 45	NA
4	CN Zone	30 - 45	45 - 55
5	C-1 Zone	30 - 45	NA
6, 9	CC Zone	15 - 30	NA
7, 8, 16	CN Zone	15 - 30	NA
11	CC Zone (MU) (2)	30 - 45	NA
12	C-1 Zone (MU)	45 - 55	55 - 75
13	CCZone (MU)	45 - 55	55 - 75
14	CNZone (MU)	15 - 30	NA
15	CCZone (MU)	45 - 55	55 - 75 (3)
17	CNZone (MU)	15 - 30	NA

- (1) Establishes density bonus based on parcel accumulation and design guidelines in the Urban Design Element.
- (2) “MU” indicates a Multiple-Use Area that would not require ground floor commercial. All other areas would require ground floor commercial, except in the “linear” areas of Area 2 (see text).
- (3) A density bonus up to 110 units per acre may be permitted if there is compliance with parcel accumulation and design guidelines in the Urban Design Element, provision of access via alleys or side streets and no commercial uses.

Both Table 3 and Figure 8 indicate that Park Boulevard and 30<sup>th</sup> Street are each divided into several different commercial or multiple use areas. These distinctions have been made in order to relate the various areas to adjacent residential areas in order to provide for the commercial needs of these areas.

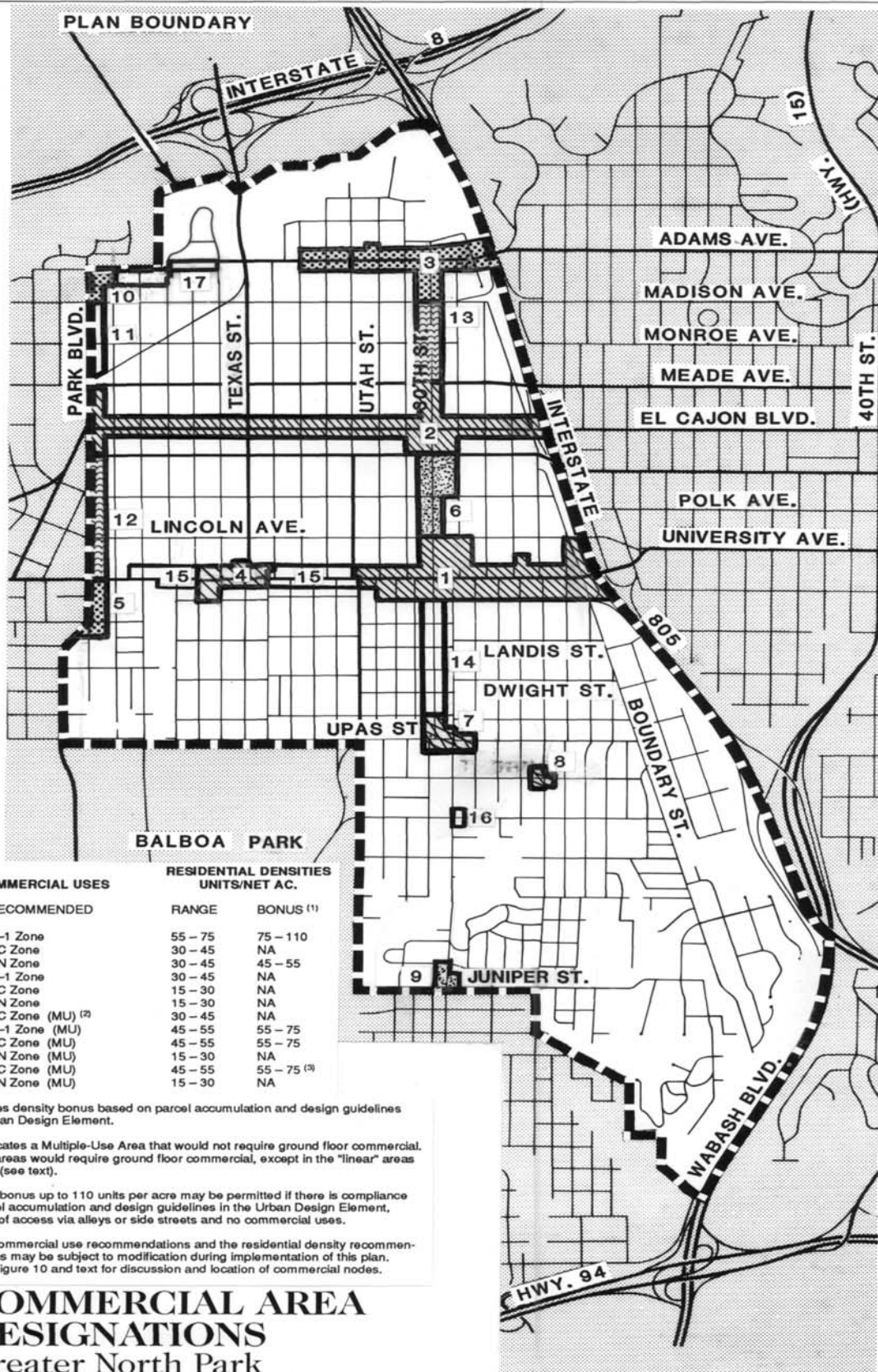


# **EXISTING ZONING – COMMERCIAL** (PRIOR TO ADOPTION OF COMMUNITY PLAN)

**Greater North Park**  
 City of San Diego • Planning Department

Figure

**7**



COMMERCIAL USES		RESIDENTIAL DENSITIES UNITS/NET AC.	
AREA	RECOMMENDED	RANGE	BONUS <sup>(1)</sup>
1, 2	C-1 Zone	55 - 75	75 - 110
3, 10	CC Zone	30 - 45	NA
4	CN Zone	30 - 45	45 - 55
5	C-1 Zone	30 - 45	NA
6, 9	CC Zone	15 - 30	NA
7, 8, 16	CN Zone	15 - 30	NA
11	CC Zone (MU) <sup>(2)</sup>	30 - 45	NA
12	C-1 Zone (MU)	45 - 55	55 - 75
13	CC Zone (MU)	45 - 55	55 - 75
14	CN Zone (MU)	15 - 30	NA
15	CC Zone (MU)	45 - 55	55 - 75 <sup>(3)</sup>
17	CN Zone (MU)	15 - 30	NA

- (1) Establishes density bonus based on parcel accumulation and design guidelines in the Urban Design Element.
- (2) "MU" indicates a Multiple-Use Area that would not require ground floor commercial. All other areas would require ground floor commercial, except in the "linear" areas of Area 2 (see text).
- (3) A density bonus up to 110 units per acre may be permitted if there is compliance with parcel accumulation and design guidelines in the Urban Design Element, provision of access via alleys or side streets and no commercial uses.
- NOTE: The commercial use recommendations and the residential density recommendations may be subject to modification during implementation of this plan. See Figure 10 and text for discussion and location of commercial nodes.

# **COMMERCIAL AREA DESIGNATIONS** Greater North Park City of San Diego • Planning Department



N  
Figure  
**8**

### 30<sup>th</sup> and University Commercial Area (Area 1)

The 30<sup>th</sup> and University community commercial area is the community's commercial core and is centered at 30<sup>th</sup> Street and University Avenue. It's bounded generally by Lincoln Avenue on the north, Interstate 805 on the east, North Park Way on the south and by Utah Street and Idaho Street on the west. This area is shown on Figure 8. This area is the subject of the recently published North Park Design Study. The design study provides the opportunity for taking the necessary first step in upgrading and reorienting the commercial center. The design study provides standards and guidelines for the physical and visual rehabilitation of the center, including; facade treatment, circulation, access and parking improvements, pedestrian circulation and streetscape beautification. The North Park Design Study should be utilized as a supportive document to the Greater North Park Community Plan and a summary of its guidelines is set forth in the Urban Design Element of this plan. The recommendation of the design study include:

- Develop the North Park commercial area as a satellite to downtown and Mission Valley, including hotel, entertainment, and office space to complement retail uses.
- Encourage design unification.
- Encourage a large variety of retail activity.
- Increase parking availability.
- Encourage pedestrian street activity through pedestrian oriented business activity and public events.
- Develop a coordinated program for street improvements including trees, landscape islands, and unified paving.
- Promote development incentives.
- Encourage mixed-use facilities.

This area has been determined to be a target area for the City's involvement and commitment to upgrading the area and encouraging private improvements and investment. A demonstration block including both sides of University Avenue between 30<sup>th</sup> and Grim Streets has been selected for public improvements such as street beautification. Future potential demonstration blocks, depending upon the availability of funding, should be located in the immediate vicinity of 30<sup>th</sup> Street and University Avenue. These areas are indicated on Figure 9.

Zoning implementation for this area should be tailored zoning legislation in the form of a planned district. Permitted uses should be those of the C-1 Zone which permit a full range of consumer goods and services and limited wholesaling and warehousing. Residential development in this area should be permitted up to a density of 75 dwelling units per net residential acre with a bonus to 110 dwelling units per net residential acre for parcel accumulation and compliance with the design guidelines set forth in the Urban Design Element.

The higher densities are recommended in order to provide increased residential development in close proximity to both the commercial core and to public transit corridors. Also offered, is the opportunity for multiple use development with commercial uses being required on the ground floor and residential use being permitted above the ground floor.

In addition, the community center needs ancillary activities such as outdoor cafes, regular community events, restaurants, theaters, and other gathering places. These activities can extend commercial hours into the evening and make for a more viable commercial center.

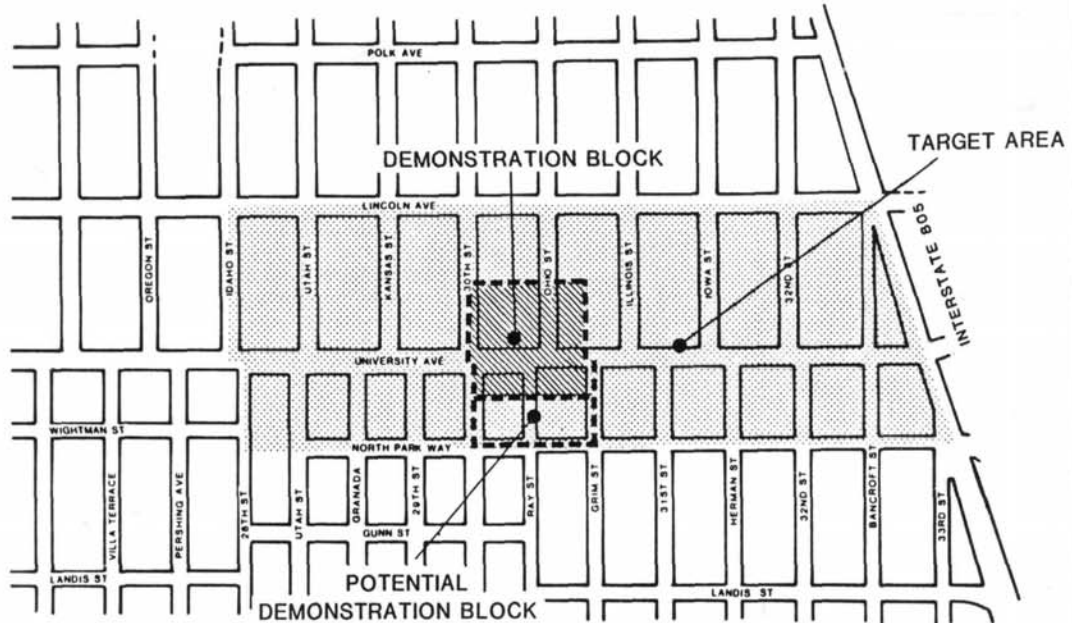
Also, a public transit point should be established in the vicinity of 30<sup>th</sup> Street and University Avenue in order to provide greater access to the commercial center from throughout the Greater North Park community and from adjacent communities, thus providing additional support for the center. A transit point is a transit stop with either a high number of daily boardings or is served by two or more routes at an intersection crossed by one or more other routes. In addition, public transit offers opportunities for those either lacking, or preferring not to use personal transportation, the opportunity to meet their needs by having public transit access to the commercial center. Finally, secure bicycle parking facilities should be located in conjunction with the transit point as well as in other appropriate locations within the commercial center.

In providing a pedestrian environment, the building frontages on 30<sup>th</sup> Street and University Avenue should be devoted to retail uses. Office uses should be restricted to side streets and upper stories. Office uses should be secondary to the primary functions of the center which is the provision of retail goods and services. Office uses are support services and should be within easy walking distance of the retail area but should not intrude into it and preempt retail space.

In order to facilitate the rehabilitation of the 30<sup>th</sup> and University community commercial center and implement goals and objectives of this element, it will be necessary to initiate a rezoning program in order to consolidate the commercial center.

#### El Cajon Boulevard Commercial Area (Area 2)

El Cajon Boulevard is among the longest continuous commercial strips in San Diego County. The area is generally bounded by Park Boulevard on the west, Interstate 805 on the east and by the parallel east/west alleys immediately to the north and south of the Boulevard. This area is shown on Figure 8. It is actually a continuation of Washington Street in Mission Hills on the west to La Mesa on the east, a distance of about 8 miles. That portion within the planning area is about 1.2 miles long, continuously zoned commercial ("C") throughout its length. It formerly served as the main east-west highway prior to the completion of Interstate 8 in the late 1950s. This street has diminished as a commercial attraction since the completion of the freeways and the development of regional shopping centers in Mission Valley. The boulevard is characterized by auto-oriented commercial facilities, but has experienced a decline in both the quality and quantity of commercial establishments as a result of the impact of the shopping centers.



# **NORTH PARK COMMERCIAL AREA DESIGN STUDY**

Greater North Park  
City of San Diego • Planning Department



Figure

**9**



Since El Cajon Boulevard is a major east-west transportation corridor, new development and redevelopment should occur in a manner that will eliminate or reduce reliance on mid-block driveways which create conflicts with traffic flows. The design study recommends a number of techniques for avoiding or minimizing this situation. It is anticipated that future development along the boulevard will remain auto-oriented thereby creating a need for design and development regulations which avoid conflicts with traffic flows on the boulevard.

The design study establishes focused areas of concentrated development intensity along the “strip” in the form of “gateways” and “district centers” which are higher intensity “nodes.” The Western Gateway for the boulevard is at Park Boulevard while 30<sup>th</sup> Street and Interstate 805 is a district center called the “Eucalyptus Center.” Those portions of El Cajon Boulevard not within either a gateway or a district center are referred to as linear areas which will feature lower development intensities and may also be multiple-use areas which may not require ground floor commercial uses. Since the design study is specific in its recommendations for the various designated areas, it will be necessary to establish creative commercial zoning legislation and initiate a rezoning program for the El Cajon Boulevard strip commercial area (see Figure 10).

The El Cajon Boulevard Design Study should be utilized as a supportive document to the Greater North Park Community Plan and a summary of its guidelines is set forth in the Urban Design Element of this plan. The recommendations of the design study include:

- The Boulevard has regional significance and should have a strong image with noticeable gateways at either end.
- Centers of high intensity should be created at major cross streets.
- High density residential use is encouraged as infill, mixed with existing commercial uses, between the high intensity “nodes.” These should be shaped by standardized setbacks, parking, and design guidelines.
- It is important that rehabilitation of existing structures emphasize the overall image. Individual detailing is secondary to the major image themes.
- Street improvements should emphasize the gateways, district identification signs, neighborhood identification features, major landscaping statements, and coordination of color.

El Cajon Boulevard should retain its orientation to automobile-related businesses, but the visual appearance of the “strip” should be upgraded through the use of urban design standards and guidelines recommended by the “Design Study for the Commercial Revitalization of El Cajon Boulevard.”

In addition, El Cajon Boulevard, because of its high level of accessibility, also provides an opportunity for office development which would be complimentary to the auto-oriented uses and could become part of the multiple-use development recommended by the design study for the gateways and district centers.

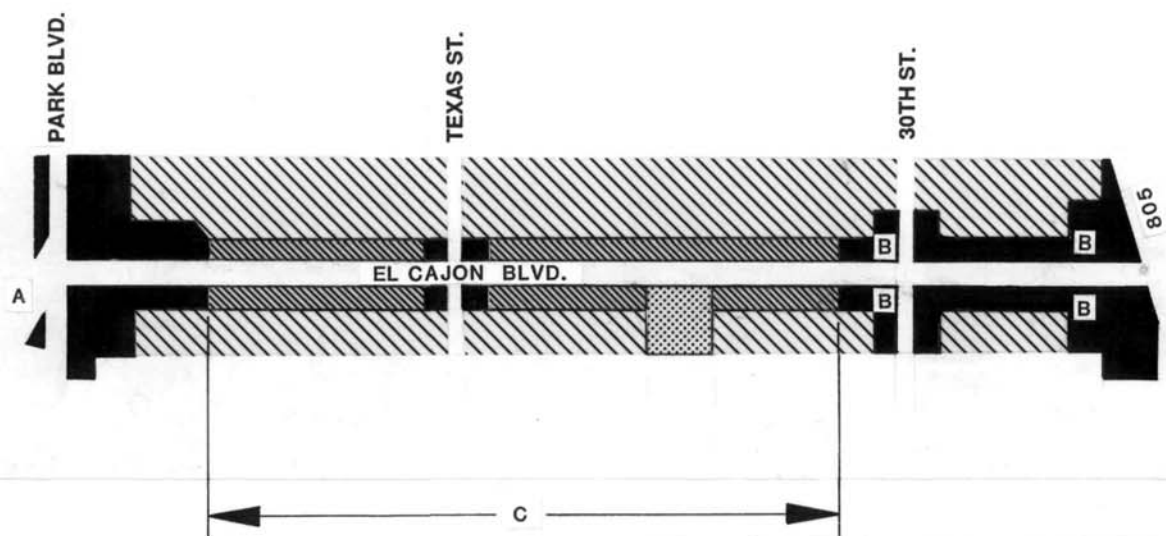
Zoning implementation for this area will be tailored zoning legislation in the form of a planned district. Permitted uses should be those of the C-l Zone which permits a full range of consumer goods and services and limited wholesaling and warehousing.

Residential development in this area should be permitted up to a density of 75 dwelling units per net residential acre with a bonus to 110 dwelling units per net residential acre for parcel consolidation and compliance with the design guidelines in the Urban Design Element. The higher residential densities are recommended for El Cajon Boulevard in order to provide increased residential development along this major commercial strip which is a major public transit corridor. These higher residential densities also provides the opportunity for multiple use development along the boulevard.



PROPOSED IMPROVEMENTS

Source: Land Studio, Rob Quigley, AIA, Kathleen McCormick



#### PROPOSED DESIGN AREAS

- A Western Gateway
- B Eucalyptus Center
- C Linear Strip
- Mixed Use (Nodes)

- Standard Commercial
- 'R' Zone Transition
- Community Oriented Public Facility



**EL CAJON BLVD. DESIGN STUDY**  
(ILLUSTRATIVE ONLY)  
Greater North Park  
City of San Diego • Planning Department

Figure

**10**

### Adams Avenue Neighborhood/Specialty Commercial Center (Area 3)

Adams Avenue, from Hamilton Street to Interstate 805, has the potential to function both as a neighborhood commercial center and as a unique specialty center, focusing primarily on the antique market. This area is shown on Figure 8. In addition, this area could become a very attractive commercial area by featuring restaurants, outdoor cafes, and a limited range of specialty shops catering to patrons of the antique market. As a neighborhood commercial area, the necessary retail goods and services typically provided by such an area should be available to local residents as well as those patronizing the specialty retail elements of the area.

Like most of the other commercial areas in Greater North Park, this area is zoned with the “C” Zone, which is a generalized commercial zone that is not suited to promoting the type of specialty/neighborhood commercial center to which this area is suited. Therefore, revisions to the commercial zoning should be implemented in order for this area to realize its potential as a unique specialty area featuring the antique trade. Zoning implementation for this area will be tailored zoning legislation in the form of a planned district. The Urban Design Element provides design guidelines which should be utilized in formulating tailored zoning legislation for this area. Permitted uses should be those of the CC Zone which permits community commercial activities, business and professional offices, convenience goods and services, and commercial recreational activities. Residential development in this area should be permitted up to a density of 45 dwelling units per net residential acre. This residential density will permit infill residential development above the ground floor and will provide increased patronage for this commercial area.

### University Avenue Neighborhood Commercial Center (Area 4)

University Avenue, between Mississippi Street and Arizona Street, should function as a neighborhood commercial center serving the western portion of the community south of El Cajon Boulevard. This area is shown on Figure 8. Like other commercial areas in the community, it will benefit from a rezoning program, placing it in a commercial zone that permits appropriate commercial uses and requires off-street parking, landscaping and design or development standards.

Zoning implementation for this area will be tailored zoning legislation in the form of a planned district requiring off-street parking, landscaping, and design standards. These regulations should be formulated based upon the guidelines of the Urban Design Element. Permitted uses should be those of the CN Zone which permits neighborhood commercial activities, business and professional offices and convenience goods and services. Residential development in this area should be permitted up to a density of 45 dwelling units per net residential acre with a bonus to 55 dwelling units per acre for parcel consolidation and compliance with the design guidelines of the Urban Design Element. This area will provide for the needs of the surrounding residential neighborhoods. The recommended residential densities including the bonus density, offer the opportunity for multiple use development with commercial uses being required on the ground floor.

### Park Boulevard Community Commercial Area (Area 5)

Park Boulevard, which forms the western boundary of the Greater North Park Community Plan area, features a community commercial area from University Avenue to just below Robinson Avenue. This area is shown on Figure 8. Since Park Boulevard is a major entryway into Balboa Park and a shared community plan boundary with the Uptown Community, it is imperative that the community planning programs for the two communities coordinate on planning and proposals for this major street.

Zoning implementation for this area should be tailored zoning legislation in the form of a planned district. Development and design standards should be based upon the guidelines of the Urban Design Element. Park Boulevard could benefit from being placed in a Business Improvement District which would serve as the basis for upgrading the commercial areas along this street. Permitted uses should be those of the C-1 Zone which permits a full range of consumer goods and services and limited wholesaling and warehousing. Residential development in this area should be permitted up to a density of 45 dwelling units per net residential acre. This commercial center serves a large senior citizen population which resides in the adjacent residential areas. The residential density recommended for this area provides for multiple use development with commercial uses required on the ground floor.

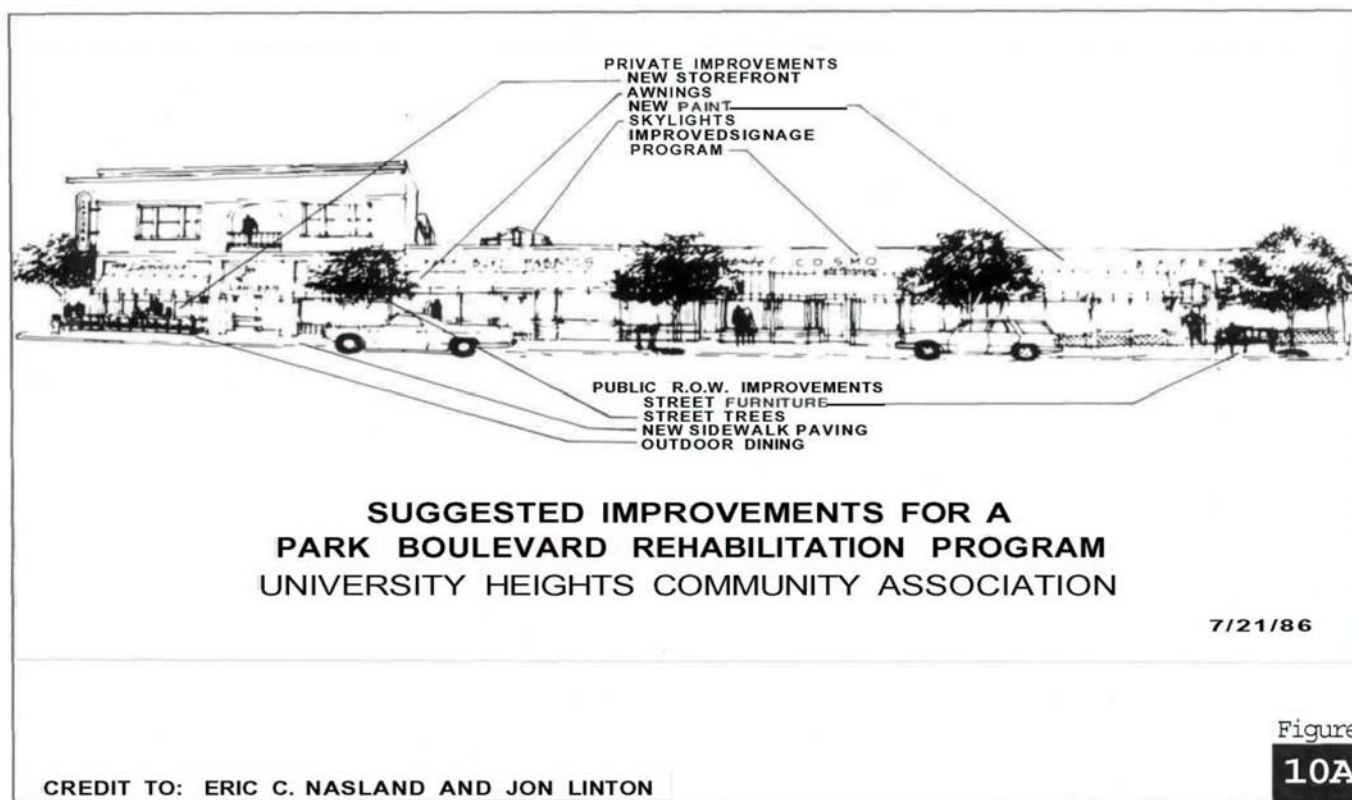
### Thirtieth Street Specialty Commercial Strip (Area 6)

Thirtieth Street, from University Avenue to Howard Avenue, is both zoned and developed commercially and should continue to fulfill a commercial function. This area is shown on Figure 8. The block between University Avenue and Lincoln Avenue is part of the North Park Design Study pertaining to the 30<sup>th</sup> and University community commercial center and should develop or redevelop within the perimeters of that center. The two blocks between Lincoln and Howard Avenues should serve as a specialty commercial area with an orientation towards restaurant and office uses.

Zoning implementation for this area will be tailored zoning in the form of a planned district. Permitted uses will be those of the CC Zone. Residential development in this area should be permitted to a density of 30 dwelling units per net residential acre. This residential density is recommended in order to provide some residential mix which would compliment the primary commercial use along 30<sup>th</sup> Street. Commercial use should be required on the ground floor for all development.

### Other Neighborhood Commercial Centers (Areas 7, 8, 9 and 16)

There are four other commercial areas in Greater North Park which should serve as neighborhood commercial centers primarily intended for the convenience of residents of the surrounding areas. These four areas are delineated as follows: The intersection of 30<sup>th</sup> and Upas Street (Area 7); the area centered on the intersection of Thorn and 32<sup>nd</sup> Streets (Area 8); the area along 30<sup>th</sup> Street immediately north of Juniper Street (Area 9) which is part of a neighborhood commercial center lying immediately to the south within the Greater Golden Hill Precise Plan area; and the southeast and northeast corners of the intersection of 30<sup>th</sup> and Redwood Streets



(Area 16). Area 7 is recommended for tailored zoning in the form of a planned district. Permitted uses should be those of the CN Zone. Area 8 is recommended for CN zoning to reduce impacts on adjacent low-density residential zoning. Area 9 is recommended for CC zoning in order to be consistent with the commercial zoning and the land use designation of the Greater Golden Hill Precise Plan. The boundaries of these areas are shown on Figure 8. Area 16 is recommended for CN zoning in order to reduce impacts on the surrounding low-density residential neighborhood. Residential development in these areas should be permitted to a density of 30 dwelling units per net residential acre. Since these areas are recommended for standard commercial zoning the selected residential density for these areas is consistent with the residential densities permitted in the CN and CC zones.

#### Park Boulevard/Adams Avenue Neighborhood Commercial Area (Area 10)

Park Boulevard, between Adams Avenue and Madison Avenue and Adams Avenue between Park Boulevard and Georgia Street, provides an opportunity for the upgrading of an existing strip commercial area into a vital compact neighborhood commercial center providing goods and services to the residents of the University Heights portions of the Greater North Park and Uptown communities. This area is shown on Figure 8. This commercial area is located in the University Heights neighborhood and is divided between two community plan areas, Greater

North Park and Uptown on the east and west sides of Park Boulevard respectively. The area has existing problems which are common to both sides of Park Boulevard. These problems include; vacant storefronts, properties which have been allowed to deteriorate and are in need of rehabilitation, and a need to enhance and upgrade Park Boulevard into a visually pleasing street. The Park Boulevard Revitalization Committee of the University Heights Community Association has prepared a graphic illustration indicating how a revitalized Park Boulevard could appear. This illustration is shown on Figure 10A. Zoning implementation for this area should be tailored zoning in the form of a planned district. Development and design standards should be based upon the Urban Design Element. In addition, the Trolley Barn Park site, located north of Adams Avenue at the terminus of Florida Street in the Uptown Community Plan area, has a historical relationship to this area. This relationship should be taken into consideration when zoning regulations are formulated for this area. In addition, the former Mission Cliffs Park, which was a northern terminus of the trolley, also has a historical relationship to this area. The still-existing gateway and wall are the only remaining reminder of this park. Permitted uses should be those of the CC Zone which permits community commercial activities, business and professional offices, convenience goods and services and commercial recreational activities. Residential development in this area should be permitted to a density of 45 dwelling units per net residential acre. This residential density will provide an opportunity for multiple use development with commercial uses being required on the ground floor. An adjacent area along Adams Avenue to Louisiana Street (Area 17 discussed below) should be permitted to redevelop in either commercial or residential uses, similar to the existing CN Zone.

## **MULTIPLE-USE AREAS**

Within the Greater North Park community there exists the opportunity to upgrade and redevelop those portions of existing strip commercial development which are underutilized, deteriorated or are currently a mix of commercial and residential development. These areas have potential as multiple-use areas which, while providing residential development opportunities, can also provide needed commercial goods and services to residents of these areas. It is recommended that commercial establishments be generally limited to the ground floor of new developments, but for these areas, commercial development should not be required on the ground floor.

Development regulations for these areas will be based upon the Urban Design Element and the El Cajon Boulevard Design Study and the North Park Design Study. Building height limitations, based upon relationships with adjacent residential areas should be considered for most or all of these areas.

### **Park Boulevard—Madison Avenue to Meade Avenue (Area 11)**

This portion of Park Boulevard between Madison and Meade Avenues is intended to be a mixture of neighborhood commercial uses and residential development. Permitted commercial uses should be those of the CC Zone which permits neighborhood commercial activities, business and professional offices, convenience goods and services and commercial recreational activities. Residential development should be permitted to a density of 45 dwelling units per net residential acre.

#### Park Boulevard—Howard Avenue to University Avenue (Area 12)

This portion of Park Boulevard between Howard Avenue and University Avenue is intended to be a mixture of neighborhood commercial uses, office and institutional uses and residential development. Permitted commercial areas should be those of the C-1 Zone, which permits a full range of consumer goods and services and limited wholesaling and warehousing. Residential development should be permitted to a density of 55 dwelling units per net residential acre with a bonus to 75 dwelling units per net residential acre for parcel consolidation and compliance with the design guidelines of the Urban Design Element.

#### Thirtieth-Madison Avenue to Meade Avenue (Area 13)

This portion of 30<sup>th</sup> Street between Madison and Meade Avenues is intended to be a mixture of commercial office use and residential development. Permitted uses should be those of the CC Zone which permits community commercial activities, business and professional offices, convenience goods and services and commercial recreational activities. Residential development should be permitted up to a density of 55 dwelling units per net residential acre with a bonus to 75 dwelling units per net residential acre for parcel consolidation and compliance with design guidelines of the Urban Design Element.

#### Thirtieth—North Park Way to Myrtle Street (Area 14)

This portion of 30<sup>th</sup> Street is intended to be a mixture of neighborhood commercial uses and residential development. Permitted commercial uses should be those of the CN Zone which permits neighborhood commercial activities, business and professional offices and convenience goods and services. Residential development should be permitted up to a density of 30 dwelling units per net residential acre.

#### University Avenue—28<sup>th</sup> and Idaho Streets to Alley west of Florida Street (Area 15)

This portion of University Avenue (exclusive of Area 4 between Mississippi and Arizona Streets) between 28<sup>th</sup> and Idaho Streets on the east and the alley west of Florida Street on the west is recommended to be a mixture of neighborhood commercial uses and residential development. Permitted commercial uses should be those of the CC Zone which permits community commercial activities, business and professional offices, convenience pools and services and commercial recreation activities. Area 15 development regulations should be developed which result in low commercial intensities relative to the central business district. Residential development should be permitted up to a density of 55 dwelling units per net residential acre with a density bonus possible to 75 dwelling units per net residential acre if parcel consolidation occurs, if there is compliance with the design guidelines of the Urban Design Element, and if access can be safely provided by existing or new alleys or side streets. No additional direct access to University Avenue should be encouraged for residential uses. In addition, new zoning regulations should limit the amount of commercial development in this area by limiting the amount of floor area permitted for commercial uses under new development or redevelopment proposals.



An additional density bonus of up to 110 dwelling units per acre may be permitted if there is compliance with parcel accumulation standards, provision of adequate access to parcels via alleys or side streets, compliance with urban design guidelines and the development is exclusively residential. Amenities should also be provided in the form of common areas and balconies.

#### Adams Avenue—Georgia Street to Louisiana Street (Area 17)

This portion of the south side of Adams Avenue between Georgia Street and Louisiana Street is intended to be a mixture of neighborhood commercial uses and residential development. Permitted commercial uses should be those of the CN Zone which permits neighborhood commercial activities, business and professional offices and convenience goods and services. Residential development should be permitted up to a density of 30 dwelling units per acre. Because this area is surrounded by single-family and lower density residential areas, particular care should be taken in formulating implementing design and development guidelines for this area. In addition, the Trolley Barn Park site, located north of Adams Avenue at the terminus of Florida Street in the Uptown Community Plan area, has a historical relationship to this area. This relationship should be taken into consideration when zoning regulations are formulated for this area.

### **IMPLEMENTATION PROGRAM**

1. Develop, as an implementation program, tailored zoning (Planned Districts) for all designated commercial and multiple-use areas in the community. The standards and development regulations should be predicated upon the goals and objectives of the Urban Design Element and the implementation studies leading to implementing legislation. The tailored zoning should include, but not be limited to, the following factors: The commercial areas should be separated into nodes and linear strips with separate design and development standards for individual node and linear strip areas and commercial uses should be mandatory on the ground floor of development within designated commercial areas, but should only be optional for multiple-use areas.

In order to ensure consolidation and intensification of commercial activities as recommended by this community plan the implementing legislation should limit the amount of floor area available for commercial uses in certain commercially designated areas. These areas include those areas designated as multiple use areas and those portions of El Cajon Boulevard not designated as higher intensity “nodes” by the El Cajon Boulevard Design Study. Incentives for multiple-use projects could also be provided in the multiple-use areas by permitting more commercial floor area (a higher FAR) if the project contains both residential and commercial uses. The design study establishes specific “gateways” and “district centers” as higher-intensity “nodes.” It is primarily within these high intensity nodes that commercial intensification is encouraged, and the permitted floor area and other development criteria of the zones should reflect this concept. It is particularly important to consolidate and intensify commercial development within the central business district centered around 30<sup>th</sup> Street and

University Avenue in order to provide the community a central focal point and a strong and viable commercial core.

Refinements and modifications to boundaries, permitted uses and residential densities of the various commercial and multiple-use areas may be incorporated into the implementing legislation. In addition, the achievability of recommended residential densities may be predicated upon the design standards, development regulations and other regulations of the implementing legislation.

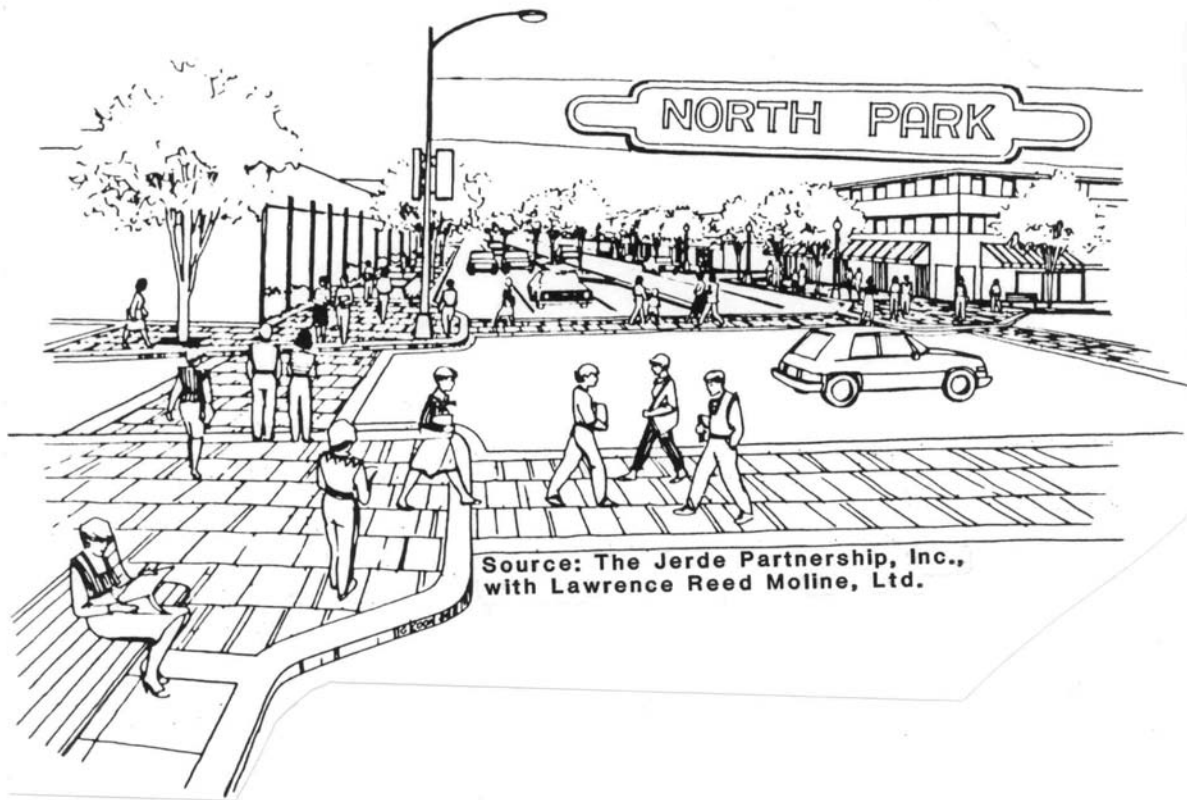
2. Establish permitted residential densities for the individual commercial and multiple-use areas.
3. Unless designated for commercial or multiple-use by this document, existing commercially-zoned areas should be rezoned to appropriate residential zoning as specified within this document.
4. Establish a Business Improvement District for the commercial and multiple-use portions of Park Boulevard.
5. Provide for the visual enhancement and revitalization of Park Boulevard between Adams Avenue and Meade Avenue through the utilization of design and development regulations established as part of the implementation program.
6. Utilize the existing Urban Design studies and the Economic Analysis study as guidelines for the formulation of development regulations.

## **CURRENT AND PROPOSED IMPLEMENTATION PROGRAMS**

A series of ongoing studies and programs have been initiated by the City of San Diego in order to upgrade and enhance the business establishment in Greater North Park. These studies and programs, which are administered by the Economic Development Division of the Property Department, are described in the following narrative. Most of these studies and programs include both the Greater North Park and the Mid-City Communities.

**BUSINESS SURVEY** - This study was completed in 1983, and consists of a computerized survey of Mid-City/Greater North Park business owners regarding their community concerns and business plans.

**ECONOMIC ANALYSIS** - This study, which was completed in 1983 for the City of San Diego, provides information to plan and implement commercial revitalization and other economic development efforts based on the commercial strengths and weaknesses of the Mid-City/Greater North Park community and its potential for commercial revitalization.



The study reviews the Mid-City/Greater North Park community as a part of the greater San Diego Metropolitan market and also focuses on the economic conditions and trends within the Mid-City/Greater North Park marketplace.

**DESIGN STUDY FOR THE COMMERCIAL REVITALIZATION OF EL CAJON BOULEVARD** - Provides recommendations to facilitate revitalization efforts for public/private improvements to be implemented in order to create a sense of identity for the Boulevard.

**NORTH PARK DESIGN STUDY** - Includes a concept design for public improvements to be implemented for the Greater North Park central business district, as well as design guidelines for specific private improvements.

**PARKING STUDY** - This study is to be completed in 1986 and will assess the parking supply and demand in the Mid-City and Greater North Park areas and provide specific solutions to parking needs within targeted areas.

### Public Improvements

**NORTH PARK** - Public improvements include a pedestrian plaza on Ray Street, upgraded sidewalks and park benches on University Avenue between 30<sup>th</sup> and Grim. Completion date - Summer 1987.

EL CAJON BOULEVARD - Public improvements include a Gateway sign at El Cajon Boulevard and Park Boulevard. This sign is designed to enhance community identity for the six (6) mile long commercial strip. Completion date - end of 1986.

#### Loan Program

Low interest loans are available to business and property owners for facade and visible interior improvements. Eligible areas include:

North Park - University Avenue between Idaho and Iowa. Thirtieth Street between Lincoln and University Avenue.

Normal Heights - Adams Avenue between Kansas Street and Ohio Street.

#### Rebate Program

The Rebate Program provides rebates for exterior improvements of ½ of the project cost up to \$5,000. Eligible areas include:

El Cajon Boulevard - Park Boulevard to 805.

University Avenue - Idaho to 805.

Adams Avenue - Texas to 805 (goes beyond 805, but out of the Greater North Park Community Plan boundaries).

Design Guidelines must be followed for eligibility for both loan and rebate program.

Other potential areas which should be considered for participation in the Rebate Program include:

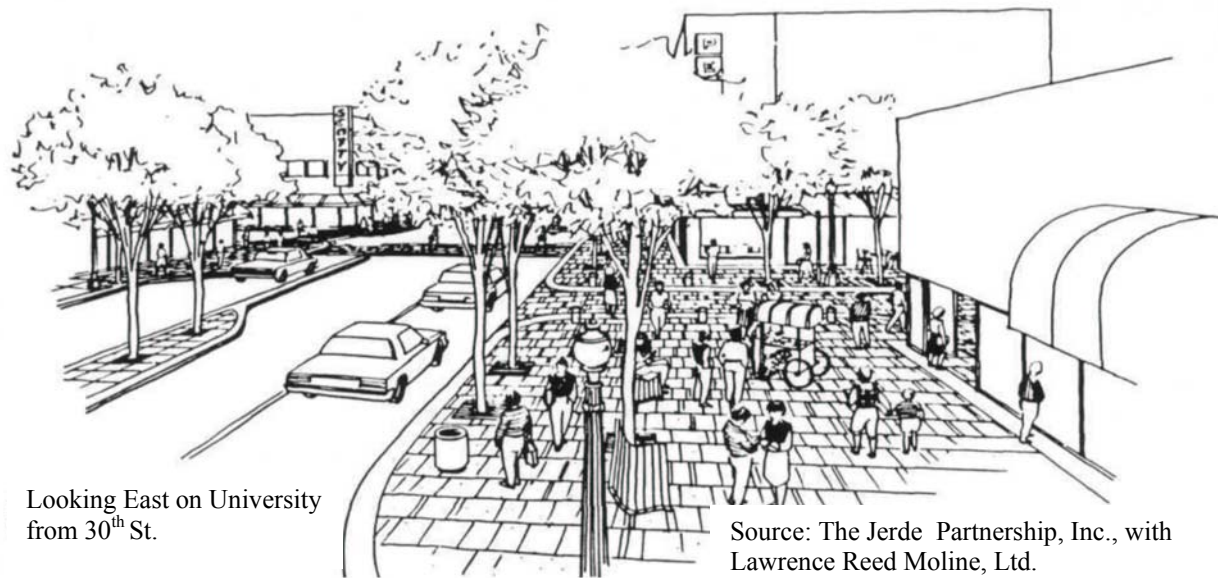
Park Boulevard - Robinson Avenue to Adams Avenue.

Adams Avenue - Park Boulevard to Louisiana Street.

Thirtieth Street - Adams Avenue to Upas Street.

University Avenue - Idaho Street to alley west of Florida Street.

In giving consideration to potential areas for participation in the rebate and other revitalization programs, priority should be given to those areas designated commercial by the community plan over those areas designated multiple use in order to provide additional incentives to consolidate and intensify commercial development within the community. These programs should assist in rehabilitating the visual and pedestrian environment of these areas proposed for intensified commercial development, thus, encouraging increased patronage by the residents of the community.



### Business Improvement District

A Business Improvement District (B.I.D.) is a program authorized by State Law (AB 1693) which allows an assessment to be placed on businesses, in addition to their business license fee. This money can only be used within the district boundaries and can only be used for the following:

- a. The acquisition, construction or maintenance of parking facilities for the benefit of the area.
- b. Decoration of any public place in the area.
- c. Promotion of public events which are to take place on or in public places in the area.
- d. Furnishing music in any public place in the area.
- e. The general promotion of retail trade activities in the area.

Each district can set its own priorities within the allowed activities or uses.

There currently are three Business Improvement Districts within the Greater North Park community. They are North Park central business district, El Cajon Boulevard and Adams Avenue.

The North Park B.I.D. encompasses all the business license holders on University Avenue between Idaho and 805 and one block north and south of University Avenue.

The El Cajon B.I.D. consists of the businesses on El Cajon Boulevard between Park Boulevard and 805 and one block north and south of El Cajon Boulevard.

The Adams Avenue B.I.D. goes beyond the Greater North Park community boundaries. It covers all businesses along Adams Avenue between Texas and 40<sup>th</sup> including one block north and south of Adams Avenue.